

1996 MARLBORO COMMUNITY EVENT MARKETING BUDGET

Revision on 6
11/18/95

BUDGET DESCRIPTION	(Revised #1) 1995	1996	Against 1995 Budget -1.5%	Against 1995 Budget -5%	Revised 1995 Budget -5%
CONSUMER INCENTIVES	400,000 500,000	500,000	475,000	400,000	250,000
PROMOTIONAL MATERIALS	300,000 400,000	400,000	375,000	350,000	350,000
PACK SALE PROMOTIONAL INCENTIVES	800,000 1,100,000	1,100,000	1,100,000	993,150	993,150
AGENCY ARTWORK	235,000 280,000	300,000	280,000	250,000	280,000
NON-AGENCY ARTWORK	143,800 30,000	30,000	30,000	30,000	30,000
SPONSORSHIP FEE	1,045,000	1,163,000	1,000,000	995,000	995,000
PROFESSIONAL SERVICE	675,000 350,000	350,000	350,000	350,000	547,000
PHOTOGRAPHY	17,000	20,000	17,000	17,000	17,000
PURCHASED SERVICES	300,000 325,000	350,000	325,000	325,000	110,000
EVENT TENT/KIOSK	300,000 400,000	400,000	400,000	350,000	300,000
STAGE PRODUCTION	1,583,200 1,040,000	1,040,000	1,040,000	1,040,000	1,358,000
ARTISTS FEES	2,735,000 1,700,000	1,700,000	1,700,000	1,700,000	1,800,000
General market Adv	100,000				
EVENT EXECUTION AGENCY	925,000 950,000	950,000	922,945	900,000	780,000
TOTAL BUDGET	\$8,137,000	\$8,303,000	\$8,014,945	\$7,780,150	\$7,780,150
	9,637,000				

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Lead to find
Event Execution Agency

As of 10/19/95